### TRADEMARK ASSIGNMENT

### Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

#### **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Birds Eye Foods, Inc.		10/05/2009	CORPORATION: DELAWARE

### RECEIVING PARTY DATA

Name:	Birds Eye Group, Inc.	
Street Address:	90 Linden Oaks	
City:	Rochester	
State/Country:	NEW YORK	
Postal Code:	14625	
Entity Type:	CORPORATION: DELAWARE	

### PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	0708158	WILDERNESS
Registration Number:	0532325	BROOKS

### **CORRESPONDENCE DATA**

Fax Number: (585)232-2152

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 585 231 1386

Email: bsalai@hselaw.com

Correspondent Name: Stephen B. Salai

Address Line 1: 1600 Bausch & Lomb Place
Address Line 4: Rochester, NEW YORK 14604

ATTORNEY DOCKET NUMBER:	86004.000359
NAME OF SUBMITTER:	Stephen B. Salai
Signature:	/stephen b. salai/
Date:	09/20/2010 TRADEMARK

900171980 REEL: 004281 FRAME: 0447

Total Attachments: 2

source=Name Change from Birds Eye Foods Inc to Birds Eye Group Inc Delaware.pdf#page1.tif source=Name Change from Birds Eye Foods Inc to Birds Eye Group Inc Delaware.pdf#page2.tif

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REEL: 004281 FRAME: 0448

# Delaware

PAGE :

## The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF
DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT
COPY OF THE CERTIFICATE OF AMENDMENT OF "BIRDS EYE FOODS, INC.",
CHANGING ITS NAME FROM "BIRDS EYE FOODS, INC." TO "BIRDS EYE
GROUP, INC.", FILED IN THIS OFFICE ON THE FIFTH DAY OF OCTOBER,
A.D. 2009, AT 5:55 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

3553568 8100

090911082

You may verify this certificate online at corp. delaware. gov/authver.shtml

AUTHENTY CATION: 7566568

DATE: 10-05-09

TRADEMARK REEL: 004281 FRAME: 0449

State of Delaware Secretary of State Division of Corporations Delivered 05:56 PM 10/05/2009 FILED 05:55 PM 10/05/2009 SRV 090911082 - 3553568 FILE

# CERTIFICATE OF AMENDMENT OF THE CERTIFICATE OF INCORPORATION OF BIRDS EYE FOODS, INC.

### Under Section 242 of the Delaware Corporation Law

Pursuant to Sections 242 of the Delaware Corporation Law of the State of Delaware, the undersigned, being the Chief Executive Officer of Birds Eye Foods, Inc., a Delaware corporation (the "Corporation") does hereby certify the following:

**FIRST**: The name of the Corporation is: Birds Eye Foods, Inc.

**SECOND:** The original Certificate of Incorporation of the Corporation was filed with the Secretary of State of Delaware on July 31, 2002.

THIRD: The Certificate of Incorporation of the Corporation is hereby amended to effect a change in Article First thereof, relating to the name of the Corporation, accordingly Article I of the Certificate of Incorporation shall be amended to read in its entirety as follows:

### ARTICLE FIRST

"The name of the Corporation is: Birds Eye Group, Inc."

**FOURTH:** The amendment to the Certificate of Incorporation of the Corporation effected hereby was approved by the Board of Directors of the Corporation, and by written consent of the stockholders of the Corporation.

IN WITNESS WHEREOF, the undersigned affirms as true the foregoing under penalties of perjury, and has executed this Certificate this 5th day of October 2009.

BIRDS EYE FOODS, INC.

By: /s/ NEIL HARRISON

Name: Neil Harrison

Title: Chief Executive Officer

K&E 15668854

RECORDED: 09/20/2010

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